

Summary of Survey Results

Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)

Summary Pursuant to Federal Rule of Evidence 1006

Statistic [A]	Observed [B]
[1] Number of Deciders	2,338
[2] Number of Stickers	1,884
[3] Number of Switchers	30
[4] Share of Stickers	80.6%
[5] Share of Switchers	1.3%

“Deciders” are respondents who responded in Q16 that they would have made the same purchases or reduced their purchases following the price increase.

“Stickers” are respondents who indicated in Q16 that they would have made the same purchases with the price increase.

“Switchers” are respondents who would have switched from an iPhone to a non-Apple phone, or switched from an iPad to a non-Apple tablet in response to the price increase.